

Requirements for Market Analysis

Based on the following criteria:

1. The project will target populations of Medicaid members enrolled in or eligible for the Home and Community Based Intellectual Disability and/or Brain Injury Waivers, who exhibit a continued pattern of physically aggressive or destructive behavior, and are currently placed out of state Or living in a licensed health care facility Or are at risk of being placed out of state or in a licensed health care facility.

The market analysis shall address:

1. Establish a realistic market area for the proposed project based on:
 - a. Program and mission specifics (e.g. goals, special population targets, service level, services scope, other related services, etc.)
 - b. Geographic, physical, economic, social and cultural barriers.
 - c. Established market principles (travel radius, referral sources, competition, etc.)
 - d. Demographics of the defined area, to include at a minimum:
 - i. Total population
 - ii. Population by age breakdown
 - iii. Health status of population
 - iv. Disability status of population
2. Describe the market area and perform the related demographic analysis (by age and income) for:
 - a. Individuals who are eligible for the state's Medicaid waiver program;
 - b. Individuals who are at 40% AMI, but are not eligible for Medicaid
3. Analyze the local competition based on existing and planned competing provider types in market area (health care facility, home care, etc.). This information will likely come from conversations with health care providers, social service agencies, local government officials, and identified competitors, to include:

- a. Service type
 - b. Applicable market area
 - c. Amenities
 - d. Non-profit status
 - e. Occupancy rates (if applicable)
4. Based upon the information above, describe the following:
- a. Target clients
 - b. Physical location
 - c. Service package costs
 - d. Suggested program amenities (transportation, meals, etc.)
 - e. Marketing strategies required to achieve and maintain adequate participation for recommended project size and mix